

**DETAILED ACTION**

- A. This action is in response to the following communications: Request for Continued Examination filed 09/02/2008.
- B. Claims 1, 4-9, 16-18 and 20-30 remains pending.

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**Continued Examination Under 37 CFR 1.114**

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 09/02/2008 has been entered.

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***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1,4-9,16-18 and 20-30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. (US Patent 6,058,417) in view of Sciammarella et al (US 5,982,369), herein referred to as "Hess" and "Sciammarella".

As for independent claim 1, Hess teaches in a product search engine, a method for displaying search results in response to a search query comprising: obtaining a product search query generated by a user (col.2, line 23); obtaining search results comprising a set of links, each of the links being associated with a web document determined to be responsive to the query (col.2, lines 23-27); and displaying the set of links on a search result page in an order corresponding to a relevance ranking and according to a selected one of a plurality of user-selectable formats (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance); wherein the plurality of user-selectable formats includes a grid view and a list view, wherein the grid view is comprised of a plurality of cells (col.9, lines 45-63; a text mode comprising a list of items for sale presented in a list and a photo mode comprising a grid layout of items for sale that is presented to the user (fig.1 and 9A), each cell displaying information corresponding to one product, and every\_ cell displaying information about a different product (figure 9A; depicted are a plurality of cells (item 5), each cell being associated with one item for sale) and displaying advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats (col.9; lines 45-63; wherein the user is

presented with a plurality of items for sale from a plurality of users all competing to sell items; hence advertising is taken place as the sellers are advertising items for sale). Hess does not specifically mention only depicts in figure 9A displaying the set of links in an order corresponding to a relevance ranking. However in the same field of endeavor Sciammarella teaches displaying information representing search results in an order corresponding to a relevance ranking (col.3, lines 1-19). It would have been obvious to one of ordinary skill in the art to have combine Sciammarella into Hess, this is true because Both Sciammarella and Hess teach that of displaying information to the user based on a users search query, wherein the display of information is ordered and presented in an organized format, such that Sciammarella presents a small variation of how to add another functionality to the already extensive list of formats of Hess (note Sciammarella col.1.1, lines 34-47; col.2, lines 2-30).

As for dependent claim 4, Hess teaches the method of claim 1, further comprising: for each of the set of links, generating a first set of cues for output in a first one of the plurality of user-selectable formats, and generating a second set of cues for output in a second one of the plurality of user-selectable formats (fig. 9A).

As for dependent claim 5, Hess teaches the method of claim 4, further comprising generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media (fig.9A).

As for dependent claim 6, Hess teaches the method of claim 4, further comprising generating the set of cues for output as text, and generating the second set of cues for output as a truncated version of the first set of cues (col.9, lines 45-63).

As for dependent claim 7, Hess teaches the method of claim 5, further comprising generating the set of cues for output as an image (fig.9A).

As for dependent claim 8, Hess teaches the method of claim 5, further comprising generating the first set of cues for output as audio (col.8, lines 36-59).

As for dependent claim 9, Hess teaches the method of claim 5, further comprising generating the first set of cues for output as text (col.8, lines 61-67 and col.9).

As for independent claim 16, Hess teaches in a product search engine, a method for displaying search results comprising: generating a set of search results in response to a search query (col.2, lines 23-27); and displaying the set of search results in an order corresponding to a relevance ranking (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance), as a grid of two or more columns on a search result page, in response to user selection and customization of a grid view, and wherein the grid view is comprised

of a plurality of cells, each cell displaying information corresponding to one product, and every\_ cell displaying information about a different product (col.8, lines 61-67 and col.9) and displaying advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats (col.9; lines 45-63; wherein the user is presented with a plurality of items for sale from a plurality of users all competing to sell items; hence advertising is taken place as the sellers are advertising items for sale). Hess does not specifically mention only depicts in figure 9A displaying the set of links in an order corresponding to a relevance ranking. However in the same field of endeavor Sciammarella teaches displaying information representing search results in an order corresponding to a relevance ranking (col.3, lines 1-19). It would have been obvious to one of ordinary skill in the art to have combine Sciammarella into Hess, this is true because Both Sciammarella and Hess teach that of displaying information to the user based on a users search query, wherein the display of information is ordered and presented in an organized format, such that Sciammarella presents a small variation of how to add another functionality to the already extensive list of formats of Hess (note Sciammarella co1.1, lines 34-47; col.2,1ines 2-30).

As for dependent claim 17, Hess teaches the method of claim 16, further comprising displaying an associated picture for one or more of the results in the set of search results (fig.9A).

As for independent claim 18, Hess teaches in a specialized search engine, a method for

outputting specialized search results comprising: generating a set of search results in response to a search query (col.2, lines 23-27); outputting a first set of cues for one of the set of search results in an order corresponding to a relevance ranking, upon selection of a grid view output mode by a user, wherein the grid view is comprised of a plurality of cells, each cell displaying information corresponding to one product (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance), and every\_ cell displaying information about a different product; and outputting a second set of cues for the one of the set of search results in the order corresponding to the relevance ranking, upon selection of a list view output mode by the user (col.8, lines 61-67 and col.9) and outputting advertising for display on the results page at a location determined responsive to the output mode selected by the user (col.9; lines 45-63; wherein the user is presented with a plurality of items for sale from a plurality of users all competing to sell items; hence advertising is taken place as the sellers are advertising items for sale).. Hess does not specifically mention only depicts in figure 9A displaying the set of links in an order corresponding to a relevance ranking. However in the same field of endeavor Sciammarella teaches displaying information representing search results in an order corresponding to a relevance ranking (col.3, lines 1-19). It would have been obvious to one of ordinary skill in the art to have combine Sciammarella into Hess, this is true because Both Sciammarella and Hess teach that of displaying information to the user based on a users search query, wherein the display of information is ordered and

presented in an organized format, such that Sciammarella presents a small variation of how to add another functionality to the already extensive list of formats of Hess (note Sciammarella col.1.1, lines 34-47; col.2, lines 2-30).

As for independent claim 20, Hess teaches an apparatus for searching a database in response to a search query comprising: a storage area to store a set of instructions; and a processor, coupled to the storage area, to execute the instructions which cause the processor to: obtain a set of search results from a database in response to a query (col.2, lines 23-27); and generate the set of search results for output in an order corresponding to a relevance ranking and in a first format (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance), wherein a first set of cues are output for one of the set of search results in response to user selection of a grid view, wherein the grid view is comprised of a plurality of cells, each cell displaying information corresponding to one product, and every cell displaying information about a different product; and generate the set of search results for output in the order corresponding to the relevance ranking and in a second format, wherein a second set of cues are output for one of the set of search results in response to user selection of a list view (col.8, lines 61-67 and col.9) and generate advertising for display on the search result page at a location specified by the selected one of the plurality of user-selectable formats (col.9; lines 45-63; wherein the user is presented with a plurality of items for sale from a plurality of

users all competing to sell items; hence advertising is taken place as the sellers are advertising items for sale).. Hess does not specifically mention only depicts in figure 9A displaying the set of links in an order corresponding to a relevance ranking. However in the same field of endeavor Sciammarella teaches displaying information representing search results in an order corresponding to a relevance ranking (col.3, lines 1-19). It would have been obvious to one of ordinary skill in the art to have combine Sciammarella into Hess, this is true because Both Sciammarella and Hess teach that of displaying information to the user based on a users search query, wherein the display of information is ordered and presented in an organized format, such that Sciammarella presents a small variation of how to add another functionality to the already extensive list of formats of Hess (note Sciammarella co1.1, lines 34-47; col.2, lines 2-30).

As for dependent claim 21, Hess teaches the apparatus of claim 20, wherein the first set of cues and second set of cues differ with respect to an amount of text included in each (fig.1 and 9A).

As for dependent claim 22, Hess teaches the apparatus of claim 21, wherein the instructions which cause the processor to generate the set of search results for output in a first format comprise displaying the set of search results in a grid format, wherein at least one of the set of search results includes a pictorial representation of a product associated with that result (fig.9A).



As for independent claim 23, Hess teaches a product search engine system comprising: means for generating product-related search results in an order corresponding to a relevance ranking (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance), the results displayed on a search result page in a first output format in response to user selection of a grid format, wherein the grid format is comprised of a plurality of cells, each cell displaying information corresponding to one product, and every cell displaying information about a different product (fig.9A); and means for generating product-related search results in the order corresponding to the relevance ranking, the results displayed in a second output format in response to user selection of a list format (col.8, lines 61-67 and col.9) and means for generating advertising for display on the search result page at a location specified by the selected one of the plurality of user-selectable formats (col.9; lines 45-63; wherein the user is presented with a plurality of items for sale from a plurality of users all competing to sell items; hence advertising is taken place as the sellers are advertising items for sale).. Hess does not specifically mention only depicts in figure 9A displaying the set of links in an order corresponding to a relevance ranking. However in the same field of endeavor Sciammarella teaches displaying information representing search results in an order corresponding to a relevance ranking (col.3, lines 1-19). It would have been obvious to one of ordinary skill in the art to have combine Sciammarella into Hess, this is true because Both Sciammarella and Hess teach that of displaying information to the user based on a users search query, wherein

the display of information is ordered and presented in an organized format, such that Sciammarella presents a small variation of how to add another functionality to the already extensive list of formats of Hess (note Sciammarella co1.1, lines 34-47; col.2, lines 2-30).

As for dependent claim 24, Hess teaches the product search engine system of claim 23, wherein the first output format includes displaying the product-related search results in a grid format comprising two or more columns (fig. 9A).

As for dependent claim 25, Hess teaches the method of claim 1, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each document determined to be responsive to the query (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance).

As for dependent claim 26, Hess teaches the method of claim 12, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the product search (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a

sorted presentation based on relevance).

As for dependent claim 27, Hess teaches the method of claim 16, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the query (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance).

As for dependent claim 28, Hess teaches the method of claim 18, wherein the relevance ranking comprises a numerical value corresponding to a calculated relevance of each search result determined to be responsive to the query (figure 9A; item 960 as depicted are options presented to the user "Current", "New Today", "Ending Today", "Completed" and "Going, Going, Gone" links to sort the current user's query to show a sorted presentation based on relevance).

As for dependent claim 29, Hess teaches wherein the grid view comprises a rectangular matrix of rows and columns forming a plurality of cells (figure 9).

As for dependent claim 30, Hess teaches wherein the location of the displayed advertising is user configurable (column 9, lines 45-63; user chooses a list view or grid view).

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**(Note:)** It is noted that any citation to specific, pages, columns, lines, or figures in the prior art references and any interpretation of the references should not be considered to be limiting in any way. A reference is relevant for all it contains and may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. In re Heck, 699 F.2d 1331, 1332-33, 216 USPQ 1038, 1039 (Fed. Cir. 1983) (quoting In re Lemelson, 397 F.2d 1006, 1009, 158 USPQ 275, 277 (CCPA 1968)).

### ***Response to Arguments***

Applicant's arguments filed 09/02/2008 have been fully considered but they are not persuasive.

After careful review of the amended claims (given the broadest interpretation) and the remarks provided by the Applicant along with the cited reference(s) the Examiner does not agree with the Applicant for at least the reasons provided below:

A1. As for claims 1, 16, 18, 20 and 23 the Applicant argues that Hess in view of Sciammarella does not teach displaying advertising on the search result page at a location specified by the selected one of the plurality of user-selectable formats and further does not discuss advertising.

R1. Examiner does not agree, Hess describes a method and apparatus for information presentation and management in an online trading environment; further interaction with the system from a user (buyers category) perspective of the system the user inputs a search query and the results pertaining to the search query are displayed to the user (column 2, lines 23-27) in a desired format (list or grid format) note: column 9, lines 45-63 and figure 9A. These individual cells rendered to the display device are related to individual items from a plurality of users of the system (sellers category); wherein each item from sale is different from adjacent other items for sale from different

sellers (note: that a seller can sell more than one item and more than one item corresponding to a user search query can render one or more items for sale from the same user; however it is understood that this system will display a plurality of items for sale from a plurality of unique users all competing to sell items for sale). Hess does not use the exact terminology "advertise" but provides the same functionality as proposed by the claim language and defined by Applicant's specification in such that the user (buyer category) is presented with a plurality of advertisements (items for sale and graphically indicated to catch a users attention) relating to a search query in a desired chosen format (list or grid format). Note the additional reference (not prior art; common knowledge of the definition of "advertise").

<http://www.hyperdictionary.com/search.aspx?define=advertise>

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

### ***Inquires***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Nicholas Augustine whose telephone number is 571-270-1056. The examiner can normally be reached on Monday - Friday: 7:30- 5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Weilun Lo can be reached on 571-272-4847. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Nicholas Augustine/  
Examiner  
Art Unit 2179  
November 5, 2008

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